

**FLUKE®**

### Background

Fluke Corporation is the world leader in the manufacture, distribution and service of electronic test tools, biomedical equipment and networking solutions. Targeting engineers. Fluke wants to create content that gets their audience to interact more with the brand.

### Goals

- To create brand engagement with their target audience
- To create product awareness for Fluke IG Hand helds and Fluke Calibration



**70%**

Game replays

**13%**

Click-through Rate

### The Campaign

Fluke launched the branded games as part of a Facebook competition. The competition consists of 2 puzzles featuring Fluke products:

- Swipe and Match: Slide the tiles to make a complete image
- Tap and Match: Tap on the Fluke products as quickly as possible

Players also have a chance to win Fluke merchandise by ranking on the leaderboard.

- Campaign duration: 12 weeks
- Channel: Facebook
- Mini-Game: Swipe and Match, Tap and Match
- Call-to-action: Visit the Fluke Facebook page

### The Results

The campaign achieved the following results:

- 81% game completions.
- 70% of players replay the game, with an average of 14 times per user
- 13% of players click to visit the Fluke Facebook page

